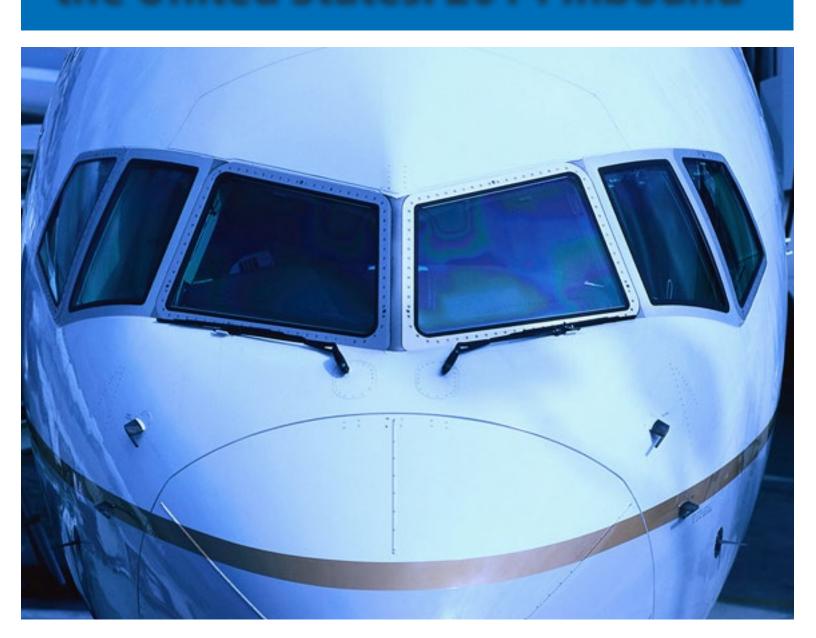


# National Travel and Tourism Office

# Profile of Overseas Travelers to the United States: 2014 Inbound



Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
TOTAL OVERSEAS	34,419,016	100.0%
Western Europe	12,784,471	37.1%
United Kingdom	3,972,655	11.5%
Germany	1,968,536	5.7%
France	1,624,604	4.7%
Italy	934,066	2.7%
Spain	700,084	2.0%
Netherlands	615,856	1.8%
Sweden	543,336	1.6%
Switzerland	486,506	1.4%
Ireland	395,037	1.1%
Norway	310,204	0.9%
Denmark	305,331	0.9%
Belgium	280,121	0.8%
Austria	195,103	0.6%
Eastern Europe	947,477	2.8%
Russia	343,310	1.0%
Poland	158,259	0.5%
	1 220 (14	2.00/
Caribbean	1,338,644	3.9%
Dominican Republic	271,724	0.8%
Bahamas	218,864	0.6%
Jamaica	205,311	0.6%
Trinidad and Tobago	150,385	0.4%
Oceania	1,555,382	4.5%
Australia	1,276,124	3.7%
New Zealand	260,601	0.8%

<sup>1</sup> Country estimates are only listed if they generated at least 150,000 overseas visitors.

...continued

<sup>2</sup> All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94.

#### ...continued

Residence of Travelers (1)	Arrivals (2)	Percent of Total Overseas Arrivals
South America	5,480,579	15.9%
Brazil	2,263,865	6.6%
Colombia	881,219	2.6%
Argentina	684,727	2.0%
Venezuela	615,975	1.8%
Ecuador	335,275	1.0%
Chile	248,512	0.7%
Peru	246,438	0.7%
Central America	932,866	2.7%
Guatemala	222,213	0.6%
Costa Rica	202,830	0.6%
Panama	155,280	0.5%
Honduras	152,967	0.4%
Asia (Far East)	9,641,032	28.0%
Japan	3,579,363	10.4%
Peoples Rep. of China	2,188,387	6.4%
South Korea	1,449,538	4.2%
India	961,790	2.8%
Taiwan	413,048	1.2%
Philippines	219,632	0.6%
Singapore	150,224	0.4%
Middle East	1,225,120	3.6%
Israel	355,466	1.0%
Saudi Arabia	275,770	0.8%
Turkey	172,369	0.5%
Africa	513,445	1.5%
Nigeria	171,671	0.5%

- 1 Country estimates are only listed if they generated at least 150,000 overseas visitors.
- 2 All arrivals data reported in Table 1 of the SIAT are total arrivals as reported from the DHS I-94.

Overseas Travelers	All	All	All
Characteristics	Overseas Visitors	<b>Leisure Visitors</b>	<b>Business Visitors</b>
<b>Total Number of Travelers</b>	34,419,016	23,474,000	5,163,000
Information Sources*:			
Airlines	43.5%	43.8%	39.1%
Online Travel Agency	32.2%	36.4%	20.7%
Personal Recommendation	25.3%	29.4%	13.3%
Travel Agency Office	22.7%	24.0%	22.3%
Travel Guide	12.5%	15.9%	6.3%
Corporate Travel Dept.	12.1%	7.0%	36.9%
National/State/City Travel Office	9.7%	10.9%	6.8%
Tour Operator/Travel Club	8.4%	10.1%	5.0%
Advance Trip Decision			
Average Number of Days	96.8	115.2	43.2
Median Number of Days	60.0	90.0	30.0
Advance Airline Reservation			
Average Number of Days	71.4	86.2	29.9
Median Number of Days	50.0	60.0	20.0
Means of Booking Air Trip			
Airlines Directly	30.9%	32.7%	21.4%
Internet Booking Service	28.5%	30.5%	16.3%
Travel Agency Office	27.2%	28.6%	23.7%
Corporate Travel Dept.	10.9%	4.6%	41.0%
Tour Operator/Travel Club	9.1%	10.8%	4.9%
Use of Pre-Paid Package			
Yes	17.1%	21.3%	8.4%
No (Independent)	82.9%	78.7%	91.6%

Overseas Travelers	All	All	All
Characteristics	Overseas Visitors	<b>Leisure Visitors</b>	<b>Business Visitors</b>
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
If Package Used, Type of Package*			
Air/Lodging	5.8%	7.2%	2.7%
Air/Lodging/Bus or Coach	5.6%	7.1%	1.9%
Air/Lodging/Attractions/Events/Ent.	5.3%	6.6%	1.9%
Air/Lodging/Meals	4.8%	5.5%	3.1%
Air/Lodging/Guided Tours	3.2%	4.0%	1.2%
Air/Lodging/Rental Car	3.2%	4.0%	2.3%
Air/Lodging/Tour Guide for Entire Trip	1.9%	2.4%	0.8%
Air/Lodging/Cruise	1.8%	2.3%	0.5%
Pre-Booked Lodging Reservations			
Yes	67.9%	74.2%	71.7%
No	32.1%	25.8%	28.3%
If Pre-Booked Lodging, Pre-Booked T	Through*		
Internet Booking Service	27.7%	33.2%	19.9%
The Lodging Establishment Directly	16.3%	17.3%	17.2%
Travel Agency Office	13.9%	17.5%	7.5%
Corporate Travel Dept.	6.8%	2.5%	29.1%
Tour Operator/Travel Club	6.2%	7.8%	2.8%
The Airline	1.5%	1.9%	1.1%
Travel Insurance Purchased			
Yes	57.2%	60.8%	50.8%
No	42.8%	39.2%	49.2%

Overseas Travelers	All	All	All
Characteristics	Overseas Visitors	Leisure Visitors	<b>Business Visitors</b>
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
Travel Companions*			
Traveling Alone	58.0%	41.3%	82.4%
Spouse/Partner	22.3%	32.9%	4.3%
Family/Relatives	15.9%	23.6%	3.4%
Friends	6.0%	9.1%	1.6%
Business Associates	2.6%	0.7%	9.4%
Tour Group	0.3%	0.4%	0.1%
Travel Party Size (persons)			
Adults Only	89.7%	84.7%	97.7%
Adults and Children	10.3%	15.3%	2.3%
Average Party Size	1.7	2.0	1.3
Median Party Size	1.0	2.0	1.0
Main Purpose of Trip			
Vacation/Holiday	58.2%	85.3%	5.6%
Visit Friends/Relatives	17.7%	8.7%	2.0%
Business	11.7%	1.7%	84.9%
Convention/Conference/Trade Show	6.6%	2.2%	6.3%
Education	4.4%	1.8%	0.9%
Purpose of Trip*			
Vacation/Holiday	68.2%	100.0%	16.5%
Visit Friends/Relatives	30.1%	24.7%	11.8%
Business	15.0%	3.6%	100.0%
Convention/Conference/Trade Show	8.8%	3.4%	16.1%
Education	6.3%	3.7%	4.3%

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
Total Number of Travelers.	34,419,010	25,474,000	3,103,000
Type of Accommodations*			
Hotel, Motel	77.1%	81.2%	86.8%
Average Number of Nights	9.7	9.2	9.9
Median Number of Nights	6.0	7.0	6.0
Private Home	31.8%	28.8%	18.3%
Average Number of Nights	21.1	16.6	24.6
Median Number of Nights	10.0	10.0	9.0
Other			
Mean Number of Nights	4.8%	4.9%	3.7%
Median Number of Nights	16.8	12.6	19.6
	7.0	7.0	6.0
Nights Spent in the U.S.			
Average	18.4	15.0	16.7
Median	9.0	10.0	7.0
First International U.S. Trip			
First Time Visitors	23.8%	26.6%	16.1%
Repeat Visitors	76.2%	73.4%	83.9%
U.S. Trips in Last 12 Months:			
Mean # of Trips	1.8	1.6	2.6
Median # of trips	1.0	1.0	2.0

Overseas Travelers	All	All	All
Characteristics	Overseas Visitors	Leisure Visitors	Business Visitors
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
Total (ambel of flavelets)	0 1,112,010	20,171,000	3,100,000
Number of States Visited*			
One State	72.5%	70.3%	72.4%
Two States	15.8%	16.1%	17.8%
Three or More States	11.7%	13.6%	9.8%
Average (Number of States)	1.5	1.5	1.4
Median (Number of States)	1.0	1.0	1.0
Number of Destinations Visited*			
Average (Number of Destinations)	2.0	2.2	1.8
Median (Number of Destinations)	1.0	2.0	1.0
Transportation in the U.S.*			
Rented Auto	35.3%	40.0%	36.5%
Taxicab/Limousine	33.1%	32.7%	40.9%
Company or Private Auto	32.1%	28.4%	35.2%
City Subway/Tram/Bus	30.9%	33.9%	21.3%
Airline in the U.S.	30.0%	28.3%	36.8%
Bus between Cities	17.8%	20.1%	9.7%
Railroad between Cities	6.5%	6.7%	6.2%
A: A : L D : C D :			
Air Arrivals Port-of-Entry	10.10/	10.00/	17.00/
New York	18.1%	19.9%	17.2%
Miami	14.2%	16.9%	10.3%
Los Angeles	11.1%	11.1%	12.5%
Honolulu	6.6%	9.3%	0.9%
Newark	5.7%	5.3%	7.7%
San Francisco	5.6%	4.8%	9.1%
Chicago	4.6%	2.9%	7.8%
Agana, Guam Orlando**	3.4%	4.7%	0.4%
	3.4%	4.5%	0.9%
Atlanta Washington Dullas	3.1%	2.4%	
Washington Dulles	3.1%	2.1%	3.5% 5.9%
Houston	2.7%	1.5%	
Boston Dollag/Et Worth	2.1%	1.5%	3.2%
Dallas/Ft. Worth	1.9%	1.4%	2.4%
Ft. Lauderdale	1.9%	1.6%	0.9%
Las Vegas	1.5%	1.7% 1.2%	0.6%
Philadelphia  Detroit			
Detroit	1.3%	1.1%	1.8%

Overseas Travelers	All	All	All
Characteristics Total Number of Travelege	Overseas Visitors	Leisure Visitors	Business Visitors
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
U.S. Destinations Visited*:			
New England	5.5%	4.8%	7.9%
Massachusetts	4.4%	4.0%	6.1%
Boston	4.1%	3.7%	5.5%
Middle Atlantic	31.8%	33.2%	28.9%
New York	29.0%	31.5%	23.6%
New York City-WP-Wayne	28.3%	31.0%	23.0%
Pennsylvania	2.8%	2.5%	3.1%
Philadelphia	1.8%	1.7%	1.7%
New Jersey	2.8%	2.2%	4.6%
East North Central	6.2%	4.2%	12.0%
Illinois	4.0%	2.9%	6.6%
Chicago	3.8%	2.8%	5.9%
West North Central	1.9%	1.4%	3.7%
South Atlantic	33.5%	37.1%	27.9%
Florida	24.7%	29.9%	15.6%
Miami	14.1%	16.9%	10.4%
Orlando	12.0%	16.0%	4.4%
Ft. Lauderdale	2.3%	2.8%	1.5%
Tampa-St. Petersburg	1.6%	2.0%	1.1%
Washington D.C. (Metro Area)	5.6%	5.6%	5.4%
Georgia	2.5%	2.0%	4.3%
Atlanta	2.1%	1.7%	3.9%
East South Central	1.5%	1.3%	1.9%
West South Central	5.7%	4.1%	11.4%
Texas	4.5%	3.0%	10.0%
Houston	2.5%	1.5%	6.5%

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
U.S. Destinations Visited*:			
Mountain	11.8%	13.3%	8.6%
Nevada	8.9%	11.1%	4.9%
Las Vegas	8.7%	10.8%	4.8%
Arizona	2.7%	3.2%	1.6%
Flagstaff-G. Cyn-Sedona	1.8%	2.4%	0.4%
Utah	1.6%	1.9%	0.9%
Pacific	22.5%	21.1%	27.6%
California	20.8%	20.0%	24.9%
Los Angeles	12.8%	13.7%	11.7%
San Francisco	9.1%	9.8%	9.4%
San Diego	3.0%	3.3%	2.8%
Anaheim	1.7%	1.8%	1.7%
Washington	1.8%	1.4%	2.9%
Seattle	1.7%	1.3%	2.8%
Pacific Islands	12.8%	16.5%	1.7%
Hawaiian Islands	8.9%	11.6%	1.3%
Oahu	7.2%	9.5%	0.9%
Guam	3.9%	4.9%	0.4%
Atlantic Islands	0.3%	0.4%	0.2%

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
<b>Total Number of Travelers:</b>	34,419,016	23,474,000	5,163,000
Leisure/Recreational Activities*			
Shopping	88.2%	90.6%	83.8%
Sightseeing	76.8%	83.3%	56.5%
Experience Fine Dining	38.3%	39.7%	38.0%
National Parks/Monuments	34.2%	38.7%	21.3%
Amusement/Theme Parks	29.2%	34.2%	15.3%
Art Gallery, Museum	27.9%	29.4%	22.1%
Small Towns/Countryside	27.8%	29.5%	23.4%
Historical Locations	26.4%	29.9%	16.8%
Guided Tours	22.9%	27.7%	11.3%
Concert, Play, Musical	17.1%	19.0%	11.6%
Nightclub/ Dancing	15.4%	16.1%	15.3%
Cultural/Ethnic Heritage Sights	15.2%	17.1%	9.2%
Sporting Event	13.3%	13.6%	13.1%
Water Sports	10.4%	12.4%	5.3%
Casinos/Gambling	9.3%	10.7%	6.0%
Camping, Hiking	4.9%	5.4%	4.2%
American Indian Communities	4.8%	5.3%	3.3%
Environmental/Ecological Excursions	3.9%	4.2%	2.9%
Golf/Tennis	3.8%	3.8%	3.8%
Hunting/Fishing	1.8%	1.9%	1.8%
Snow Sports	1.7%	1.8%	1.8%

Overseas Travelers	All	All	All
Characteristics	Overseas Visitors		Business Visitors
<b>Total Number of Travelers:</b>	34,419,016	23,474,000	5,163,000
Main factors involved in Airline Choice:			
Airfare	35.9%	39.2%	22.4%
Non-Stop Flight	17.4%	17.5%	16.4%
Convenient Schedule	14.2%	12.8%	19.2%
Previous Good Experience	7.4%	7.2%	8.5%
Mileage Bonus/Freq. Flyer program	6.2%	5.9%	8.5%
Safety Reputation	5.6%	5.6%	4.7%
Loyalty to Carrier	2.9%	2.8%	3.0%
In-Flight Service Reputation	2.4%	2.4%	3.0%
On-time Reputation	2.3%	2.0%	3.5%
Employer Policy	2.0%	0.9%	7.3%
			7,07,0
Type of Airline Ticket*			
Paid Ticket	79.1%	78.8%	80.1%
Frequent Flyer Award	3.4%	3.7%	2.5%
Discount/Group Fare	3.1%	3.2%	2.7%
Paid Upgrade	2.2%	1.8%	3.7%
Non-Revenue Passenger	1.5%	1.6%	1.4%
Frequent Flyer Upgrade	0.7%	0.5%	1.4%
Don't Know	12.1%	12.3%	10.8%
Seating Area	00.404	0.7.007	<b>-</b> 0.404
Economy/Tourist/Coach	83.1%	85.9%	70.1%
Premium Economy	9.6%	8.5%	14.0%
Executive/Business	6.3%	4.6%	14.4%
First Class	1.0%	1.0%	1.6%
Average Total Trip Expenditures			
Per Travel Party	\$5,426	\$5,893	\$5,377
Per Visitor	\$3,232	\$3,009	\$4,185
1 CI VISICOI	Ψ5,252	Ψ5,007	Ψ1,100
Average International Airfare			
Per Travel Party	\$2,392	\$2,441	\$2,902
Per Visitor	\$1,497	\$1,307	\$2,292
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Average Package Price			
Per Travel Party	\$5,622	\$5,695	\$5,841
Per Visitor	\$2,474	\$2,361	\$3,787
	. ,	. ,	
Average Expenditures in the U.S.			
Per Travel Party	\$2,912	\$3,333	\$2,432
Per Visitor	\$1,734	\$1,702	\$1,893
Per Visitor Per Day	\$94	\$113	\$113

Overseas Travelers Characteristics	All Overseas Visitors	All Leisure Visitors	All Business Visitors
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
		, ,	
Avg. Exp. by Category (per visitor):			
Shopping, Gifts & Other Purchases	\$464	\$484	\$359
Lodging	\$457	\$401	\$763
Food, Beverages	\$318	\$321	\$307
Entertainment	\$212	\$240	\$124
Ground Transportation	\$95	\$93	\$127
Air Transportation	\$89	\$82	\$120
Medical Services	\$6	\$5	\$5
Other	\$60	\$44	\$46
Trip Expenses Payment Methods			
Purchases Using Credit Cards	41.4%	38.8%	54.9%
Cash from Home/Travelers Checks	32.3%	35.6%	18.1%
Cash Adv./Withdrawal Using Credit Card	15.6%	14.6%	18.5%
Purchases Using Debit Cards	5.5%	5.6%	4.2%
Cash Adv./Withdrawal Using Debit Card	5.2%	5.4%	4.3%
Travelers Use of Payment Methods*:			
Purchases Using Credit Cards	65.8%	66.5%	72.2%
Cash from Home/Travelers Checks	64.4%	69.1%	49.5%
Cash Adv./Withdrawal Using Credit Card	29.7%	29.1%	33.6%
Cash Adv./Withdrawal Using Debit Card	12.6%	13.3%	10.6%
Purchases Using Debit Cards	12.1%	12.6%	9.9%
Share of Expenses by Payment Methods			
Purchases Using Credit Cards	44.5%	40.3%	61.2%
Cash from Home/Travelers Checks	29.3%	33.5%	15.7%
Cash Adv./Withdrawal Using Credit Card	14.0%	13.3%	14.3%
Purchases Using Debit Cards	6.3%	6.4%	4.8%
Cash Adv./Withdrawal Using Debit Card	6.0%	6.5%	4.0%

Overseas Travelers	All	All	All
Characteristics	Overseas Visitors	Leisure Visitors	<b>Business Visitors</b>
Total Number of Travelers:	34,419,016	23,474,000	5,163,000
Sex & Age of Traveler			
Male Adults	54.4%	48.4%	76.6%
Female Adults	45.6%	51.6%	23.4%
A 0251 (	41.0	40.4	40.0
Average Age of Male (years)	41.2	40.4	40.8
Average Age of Female (years)	38.8	37.4	36.5
Occupation			
	42.20/	20.00/	(1.00/
Mgmt., Business, Science, & Arts	42.2%	38.9%	61.8%
Service Occupations	12.8%	14.3%	9.4%
Sales & Office	10.9%	12.1%	11.3%
Student	10.6%	10.7%	4.0%
Retired	7.4%	7.2%	0.8%
Homemaker	4.7%	5.0%	0.6%
Production, Trans., & Material Moving	4.3%	3.9%	7.5%
Government/Military	3.0%	3.5%	1.1%
Natural Resources, Const., & Maintenance	2.9%	3.1%	2.7%
Other	1.3%	1.4%	0.8%
<b>Annual Household Income</b>			
Average	\$90,442	\$87,343	\$110,852
Median	\$65,800	\$65,166	\$82,026

<sup>\*</sup> Multiple Response.

NOTE: All percentages listed in this profile can be converted into estimated numbers by multiplying the percentage by 34,419,000 (total overseas travelers to the U.S.), 23,474,000 (total leisure-vac. travelers), or 5,163,000 (total business travelers).

Only destinations with more than 1.5% of all overseas visitors are listed. All percentages have been rounded to nearest whole number.

Business travelers are defined as the respondents who stated their purpose of trip was business/professional. Multiple purposes of trip are allowed. Leisure travelers are defined as the respondents who stated their purpose of trip was leisure/recreation/holidays/sightseeing. Multiple purposes of trip are allowed.

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office, Survey of International Air Travelers. DHS Form I-94 arrival records.

Published June 2015

<sup>\*\*</sup> Orlando excluding Sanford.

# Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the overseas traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description				
Table 1	Country of Residence	Table 20	Number of Destinations Visited	
Table 2	Information Sources	Table 21	Transportation in the U.S.	
Table 3	Advance Trip Decision	Table 22	Port of Entry	
Table 4	Advance Airline Reservation	Table 23	Main Destination	
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited	
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities	
Table 7	Prepaid, Inclusive Tour Package	Table 26	Total Trip Expenditures	
Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures	
Table 9	Travel Insurance Purchased	Table 28	Trip Payment Methods - Average	
Table 10	Travel Companions	Table 29	Payment Methods- Frequency	
Table 11	Travel Party Size	Table 30	Payment Methods - Expen. Weighted	
Table 12	Main Purpose of Trip	Table 31	Factors in Airline Choice	
Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice	
Table 14	Type of Accommodation	Table 33	Seating Area	
Table 15	Nights in the U.S.	Table 34	Type of Airline Ticket	
Table 16	Total Nights Away From Home	Table 35	Gender and Age of Travelers	
Table 17	First Trip to the U.S.	Table 36	Occupation	
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income	
Table 19	Number of States Visited			



#### Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: http://travel.trade.gov/research/programs/ifs/index.html

#### For NTTO programs of interest visit:

http://travel.trade.gov/research/index.html

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

#### **U.S. Department of Commerce**

International Trade Administration Industry & Analysis National Travel and Tourism Office 1401 Constitution Ave, NW Washington, D.C. 20230 Phone: (202) 482-0140 Fax: (202) 482-2887 ntto@trade.gov

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